

JOB DESCRIPTION**MARKETING & EXTERNAL RELATIONS**

Job title:	Senior Recruitment Officer (UK)
Grade:	6
Responsible to:	UK Recruitment and Outreach Manager
Date:	September 2022

Job purpose To devise and implement a regional recruitment plan that drives up quality applicant volumes, which ultimately increase student enrolment numbers across the Falmouth University product portfolio aligned to clear targets.

Main duties and responsibilities

1. Work with the UK Recruitment and Outreach Manager to build and deliver upon a regional recruitment plan which is aligned to clear targets and will drive up quality applicant volumes ultimately increasing student enrolment numbers. Activities will include but not be limited to mapping the existing customer journey; identifying, researching and implementing areas of improvement / refinement; identifying and prioritising those activities which have the greatest impact on recruitment / target achievement.
2. Engage directly with students, parents, teachers to grow recruitment.
3. Identify, develop and directly account-manage strong relationships with tier 1 and 2 education establishments; also, to take an innovative approach to identifying and developing meaningful relationships other sources of applicant prospects, with a consistent focus on growing recruitment.
4. Develop, from concept to implementation, programmes and partnerships which scale awareness of the Falmouth University offering to grow recruitment.
5. Work closely with the Conversion Team, Admissions, and Marketing taking a leading role in coordinating the conversion of direct recruitment.
6. Work closely with the Access Officers to deliver projects, partnerships and activity which supports our ambitious access programme
7. Coach, mentor and develop colleagues to elicit optimum performance within the region.
8. Work in partnership with the academic departments, providing specialist advice and guidance to jointly develop departmental recruitment activity.

9. Work with the Student Ambassador scheme function to manage student ambassador engagement in outreach activities, including planning and coordinating activity; delivering training; providing leadership, coaching and support to ambassadors during events and activities.
10. Working with the outreach team to encourage and monitor applicants from under-represented groups from first point-of-contact with the University.
11. Contribute to the monitoring and evaluation of all outreach programmes, activities and events. This will include having responsibility for the ongoing implementation of the HEAT Service and ensuring that all activities and events are evaluated effectively.
12. Acquire and maintain a detailed knowledge / understanding of the course portfolio.
13. Monitoring and recording expenditure against budgets.
14. Provide in-market presence, year-round, to promote Falmouth University across the region, including managing our presence at events including but not limited to UCAS, HE fairs, Open Days and online recruitment events.
15. Maintain a pipeline of recruitment opportunities and ensure the CRM system is kept fully up to date with accurate recruitment information. Produce market insight information / reports for the Market Intelligence function regarding the potential appeal of new provision to strengthen the new product development process.
16. Work with autonomy using initiative to determine priorities and work effectively / influentially with senior colleagues.

General Duties and Responsibilities

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity or notify a senior member of staff as appropriate.
3. To be responsible for your own continuing self-development.
4. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
5. To work within and actively support the equality and diversity policies and practices of Falmouth University.
6. To participate in the University's Annual Performance Development Review Process.

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to

take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

Health & safety requirements

In relation to health and safety, you are responsible for ensuring that:

- You comply with safe systems of work in operation within your work area.
- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

PERSON SPECIFICATION**Job title: Senior Recruitment Officer**

Attributes	Essential requirements	Desirable requirements
Education and qualifications	A good first degree in any relevant field or equivalent experience.	Teaching, Careers Advice and Guidance or other relevant qualifications
Experience and knowledge	<p>Strong Knowledge and understanding of:</p> <ul style="list-style-type: none"> • Student recruitment in the UK • Widening Participation and Outreach • Market Information and benchmarking data to support recruitment and Widening Participation • Competition and Markets Authority Regulations, GDPR and other relevant regulatory knowledge <p>Experience of the FE / Schools sector including curriculum and teaching & learning</p> <p>Experience of building and maintaining relationships with leaders in schools and colleges and other key relationships and building appropriate partnerships.</p> <p>Demonstrated ability to communicate, present and influence. Proven ability to drive the recruitment process from plan to close.</p> <p>Proven ability to articulate the distinct aspects of a product and/or services portfolio and position them against competitors.</p>	An awareness of the challenges for art and design education in the secondary, FE and HE sector

Skills and personal requirements	<p>Passionate about results.</p> <p>Accomplished at data-driven reporting and analysis.</p> <p>Outstanding communication and negotiation skills.</p> <p>Excellent verbal and written communications skills.</p> <p>Self-motivated and a source of inspiration to others.</p>	
---	--	--